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## Thousands Needed To Help Break World Record

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### FOR IMMEDIATE RELEASE:

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### Thousands Needed To Help Break World Record

**Nashville, MI, April 10, 2015** - To celebrate the completion of the downtown streetscape project in the rural village of Nashville, located approximately 30 miles from Lansing, the business community invites everyone to help them break the world record for the longest ice cream sundae. The event will take place Saturday, May 9 with spoons dipping in at exactly noon.

Building the world's longest ice cream sundae is no small endeavor . . . nor will be eating it. The Nashville Route 66 Business District is spearheading the event and hopes thousands of its neighbors will come to help eat the sundae. Souvenir color-changing spoons commemorating the event will be available to participants for \$1 each if purchased in advance or \$2 each the day of the event.

The idea to break the record was born when a team of Nashville community members sought to win a grant at a Love Where You Live event hosted by the Barry Community Foundation in February. Their idea was overwhelmingly supported and won a \$500 grant to help make the event a reality.

"When it came time to brainstorm how to put Nashville and our new streetscape on the map, it made sense to connect MOO-ville to the downtown with a fun event," said Shauna Lea Swantek, the village library director. "Many people have come to know our local creamery and love visiting their petting zoo. We want to connect those visitors to what downtown has to offer also. Breaking a world record featuring MOO-ville ice cream might just help us do that. After all, we'll need a lot of help eating all this ice cream!"

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The record of 1,772' 2" was set November 9<sup>th</sup>, 2014 in Poinciana, Florida. To break the record, the downtown portion of M-66 will be closed down and the project team will be using over 220 eight foot tables and a lot of ice cream and toppings. For more information about the event including where to park and catch a shuttle into downtown, visit the Nashville Route 66 Business District Facebook page.

### ABOUT THE NASHVILLE ROUTE 66 BUSINESS DISTRICT

The Nashville Route 66 Business District is a group of over 40 local businesses focused on supporting each other. The goals of the group are to provide an opportunity for local businesses to better network and support each other, to provide opportunities for business to give back to the community, and to support the efforts underway to make Nashville a destination location.

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